

S.A. Culture & Arts Survey
QUESTIONNAIRE

QUOTAS: Males - 43% Minimum 50% Maximum
Hispanic - 50% Minimum 52% Maximum

(ASK TO SPEAK TO SOMEONE IN THE HOUSEHOLD WHO IS 18 YEARS OF AGE OR OLDER WHO HAS HAD THE MOST RECENT BIRTHDAY. IF SEX QUOTA FILLED, ASK TO SPEAK TO MALE OR FEMALE 18 YEARS+ AS APPROPRIATE)

Hello, my name is _____ and I'm calling from Galloway Research, on behalf of the City of San Antonio. We are calling to gather **public** opinions regarding ~~Art and Culture~~ **about certain types of leisure activities and events** in San Antonio. We would like to include your opinions. I want to assure you that we are not selling anything and we are not fund raising. The views of your household will represent the opinions of many others so it is important that we include your opinions.

May I speak with the adult (ask for male or female if sex quota filled) in your home, who is at home now and who had the most recent birthday.

When adult with most recent birthday is available ask:

S1. To insure that we survey a representative sample of people in our study, I need to ask you a few questions about yourself. Could you please tell me which of the following ranges includes your age?

(READ LIST)

1. Less than 18 (TERMINATE/SCREEN FOR SOMEONE 18+ WITH RECENT BIRTHDAY)
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65 or older
8. Refused (DO NOT READ) (TERMINATE)

S2. Record gender: (DO NOT READ)

1. Male
2. Female (CHECK QUOTAS)

S3. And would you say that you are... (READ LIST)

1. Anglo
2. African-American
3. Hispanic (CHECK QUOTAS)
4. Other
5. Refused (DO NOT READ)

S4. How many adults 18 years of age or older, including yourself, live in your household?
(DO NOT READ LIST)

1. one
2. two
3. three
4. four
5. five or more

S5. How many children under 18 years of age, live in your household?
(DO NOT READ LIST)

1. one
2. two
3. three
4. four or more
5. None

MAIN QUESTIONNAIRE

1. Many of the questions in this survey deal with people’s interests in certain types of events and activities related to the entertainment and cultural life of our city. Please answer as many questions as honestly as you can. There are no right or wrong answers. We are very interested in obtaining YOUR opinions whether or not you participate in any of the activities I mention. I’m going like to read you a list of different types of cultural and art-related events and activities that are held in the San Antonio area throughout the year. As I read each activity please tell me how many times you have participated in that activity in the San Antonio area in the past year. If you haven’t participated in that activity in the past year just say “none” or ‘no times.” How many times in the past year have you personally.....

[Programmer Note: ROTATE]

[DO NOT READ CHOICES]						
	No Visits	1 to 2 times	3 to 4 times	5 to 6 times	More than 6 times	DK/Can't Remember
a. Visited a museum or art gallery	1	2	3	4	5	6
b. Attended a live music concert or performance at a theater, auditorium or amphitheater	1	2	3	4	5	6
c. Attended a live theatrical performance at a theater, auditorium or amphitheater	1	2	3	4	5	6
d. Attended a dance performance	1	2	3	4	5	6
e. Attended a film festival	1	2	3	4	5	6
f. Attended a church or neighborhood festival	1	2	3	4	5	6
g. Attended a public celebration or festival associated with a religious holiday	1	2	3	4	5	6
h. Attended a literary event such as a poetry reading or book club meeting	1	2	3	4	5	6
i. Attended a music festival	1	2	3	4	5	6
j. Attended wine or food festival	1	2	3	4	5	6
k. Attended a visual arts festival	1	2	3	4	5	6
l. Listened to live music at a nightclub, bar or dancehall	1	2	3	4	5	6
m. Attended a fund raiser in support of culture and the arts	1	2	3	4	5	6

2. Are there any other San Antonio area art or cultural events that I haven’t mentioned that you have participated in or attended in the past year?

1. Yes
2. No
- [SKIP TO Instruction before Q4]

3. Can you please tell me what those events were and how many times you participated in each of them?

		[DO NOT READ CHOICES]				
		1 to 2 times	3 to 4 times	5 to 6 times	More than 6 times	No Other Event
a.	Other 1 _____	2	3	4	5	6
b.	Other 2 _____	2	3	4	5	6
c.	Other 3 _____	2	3	4	5	6

[IF “No Children in Household” to S4 SKIP TO 5]6

4. Please tell me if any child in your household currently participates in any of the following activities outside of those that may be offered or provided in school.

Does any child in your household....

[Programmer Note: ROTATE]

	YES	NO	DK Refused
a. Take art classes	1	2	3
b. Take music lessons or play a musical instrument	1	2	3
c. Take acting lessons or participate in a theatrical group	1	2	3
d. Take dance lessons or participate in a dance group	1	2	3
e. Participate in storytelling, poetry or creative writing activities outside of school	1	2	3

5. I'd like to read you a few statements. For each statement I read please tell me how strongly you agree or disagree with that statement by giving me a number from 1 to 7. If you strongly agree with the statement you would give it a 7 and if you strongly disagree, you would give it a 1. And, of course, you can give the statement any number between 1 and 7 depending on how strongly you agree or disagree with the statement.

On a scale of 1 to 7, how strongly do you agree or disagree...

[Programmer Note: ROTATE]

	Strongly Agree							Strongly Disagree	DK Can't Rate
a. Our city government should spend more in support of the arts and cultural events	7	6	5	4	3	2		1	8
b. San Antonio needs a major theater or concert hall to provide for additional performing arts for the public	7	6	5	4	3	2		1	8
c. San Antonio provides a much richer artistic and cultural environment than most major Texas cities.	7	6	5	4	3	2		1	8
d. The architecture, public spaces and overall urban design in San Antonio is much better and more culturally appealing than other major Texas cities.	7	6	5	4	3	2		1	8
e. San Antonio lags behind other major Texas cities in its city government's support of the arts and cultural environment	7	6	5	4	3	2		1	8
f. More of the city budget should be provided to enhance development the arts and cultural activities in San Antonio	7	6	5	4	3	2		1	8

6. And this time on a scale of 1 to 7, where 7 means that you think something is very important and 1 means you think it is not at all important, please tell me how important do you think it is that....

[Programmer Note: ROTATE]

	Very Important							Not at all Important	DK Can't Rate
a. The public schools provide more instruction and courses in the arts and on music education than they do currently	7	6	5	4	3	2		1	8
b. The public schools redirect more of their existing budgets into art and music education without raising taxes?	7	6	5	4	3	2		1	8
c. Additional school taxes be raised to provide for more art and music education?	7	6	5	4	3	2		1	8

7. Have you personally contributed money to any of San Antonio’s arts or cultural organizations in the past year?

1. Yes

2. No

3. Don't know/Don't remember
- (SKIP TO Q10)

(SKIP TO Q10)

8. Which organizations have you contributed to in the past year? [PROBE –RECORD UP TO 3]

- a.
- b.
- c.

9. In total, approximately how much money have you contributed in the past year to support San Antonio arts and cultural organizations? [DO NOT READ LIST]

1. less than \$25

2. between \$25 and \$49

3. \$50 to \$99

4. \$100 to \$199

5. \$200 to \$499

6. \$500 to \$999

7. \$ 1000 or More

8. Don't Know

9. Refused

10. Please tell me how likely would you be to support an initiative to provide additional city government matching funds for the arts and cultural activities through additional taxes? On a scale of 1 to 7, where 7 means you definitely would support it and 1 means you definitely would not support it, how likely would you be to support additional funding for the arts if it meant that you would have to pay...

[Programmer Note: ROTATE]

	Definitely would support							Definitely would not support	DK Refused
a. An additional \$25 per year in taxes	7	6	5	4	3	2		1	8
b. An additional \$15 per year in taxes	7	6	5	4	3	2		1	8
c. An additional \$10 per year in taxes	7	6	5	4	3	2		1	8
d. An additional \$5 per year in taxes	7	6	5	4	3	2		1	8

11. In San Antonio, the city government encourages and supports arts and cultural activities by providing matching funds for arts organizations who raise their own revenues from the private sector. Different cities use different types of taxes to raise funds for new arts facilities and programs in their communities. On a scale of 1 to 7, where 7 means you strongly agree and 1 means you strongly disagree, how strongly do you agree or disagree with using each of the following types of taxes to raise matching funds for new arts facilities and programs for San Antonio. How strongly do you agree or disagree with using....

[Programmer Note: DO NOT ROTATE]

	Strongly Agree						Strongly Disagree	DK Can't Rate
a. <u>Property taxes</u> to provide additional support for the arts	7	6	5	4	3	2	1	8
b. <u>Sales taxes</u> to provide additional support for the arts	7	6	5	4	3	2	1	8
c. <u>Hotel and motel room taxes</u> – to provide additional support for the arts	7	6	5	4	3	2	1	8
d. <u>Entertainment taxes</u> – That is a tax that is added to the cost of entertainment activities, such as tickets to concerts, museums or movies	7	6	5	4	3	2	1	8

12. In your opinion, in what ways could San Antonio's arts environment and cultural life be made better?
[PROBE COMPLETELY AND CLARIFY AMBIGUOUS TERMS]

13. And what do you think the city government can or should do to strengthen and enrich our city's artistic and cultural environment?
[PROBE COMPLETELY AND CLARIFY AMBIGUOUS TERMS]

Now, I have a few final questions for classification purposes only.

14. What level of education have you completed? (DO NOT READ)

1. Some high school or less
2. High school graduate
3. Some college
4. Technical school
5. College graduate
6. Post-graduate work
7. Refused

15. Which of the following categories includes your total annual household income?
Is it ... (READ LIST)

1. Under \$25,000
2. \$25,000-\$34,999
3. \$35,000-\$49,999
4. \$50,000-\$74,999
5. \$75,000-\$99,999
6. \$100,000 or more
7. Refused (DO NOT READ)

16. How long have you lived in San Antonio/Bexar County

Years _____ Months _____

17. Are you registered to vote?

- 1. Yes
- 2. No
- 3. DK/Can't remember
- 4. Refused

18. Did you vote in the last city or county election?

- 1. Yes
- 2. No
- 3. DK/Can't remember
- 4. Refused

19. And, finally, what is your home zip code?

In case my supervisor wants to verify my work, may I have your name? ... And I reached you at?
 (phone #) :

Name _____

Phone _____

Thank you very much for sharing your opinions. Your views will help to make San Antonio a better community for all of us to live in

PROGRAMMER NOTE:

USE THE FOLLOWING GEOGRAPHIC AREA DEFINITIONS

NW	NC	NE	SW	SE	DT & Fringe
78223	78209	78217	78002	78101	78201
78228	78213	78218	78054	78112	78202
78229	78216	78219	78073	78214	78203
78238	78230	78233	78211	78220	78204
78240	78231	78234	78224	78221	78205
78249	78232	78239	78225	78222	78207
78250	78247	78244	78226	78223	78208
78251	78248	78262	78227	78235	78210
78253	78257	78108	78236	78263	78212
78254	78258	78109	78237		78215
78255	78259	78148	78241		78284
78256	78260	78154	78252		
	78261	78163	78264		
		78150	78242		
			78245		
			78243		